

REP HEADLINE# 6238004 TRF# E:120718 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV1/12 21.05
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WFLA-TV ***
 CHANGES

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6238004 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 21.05

REP: MAKEGOOD/REVISION
 SPOT CANCELED LN 38
 LN 101 ADDED
 PMG CHANGE LN'S 2,15,17,32,34,41,45,61,63,81,97
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

Handwritten signature/initials

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 694
 AGENCY PRODUCT CODE = 27

2	NZ		1000P-1100P	30		\$5,000.00	11/2	11/2	1		FRI	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												
15	NZ		700P-730P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP NOV1/12 21.05
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17		NZ	730P-800P	30		\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : ET												
CON COM1: ET												
32		NZ	700P-730P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
34		NZ	730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : ET												
CON COM1: ET												
38		S	600P-630P	30		\$900.00	11/3	11/3	0		SAT	0
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
41		T	1130P-1200M	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
45		NZ	700P-830P	30		\$5,500.00	11/4	11/4	1		SUN	1
PROGRAM : FOOTBALL NIGHT IN AMERICA												
CON COM1: FOOTBALL NIGHT IN AMERICA												
61		NZ	700P-730P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
63		NZ	730P-800P	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : ET												
CON COM1: ET												
81		NZ	730P-800P	30		\$2,000.00	10/30	10/30	1		TUE	1
PROGRAM : ET												
CON COM1: ET												

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 CHANGES ** WFLA-TV ***

REP HEADLINE# 6238004 TRF# E:120718
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
97	NZ		700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
101	A		900A-1000A	30		\$900.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
NOV/12 104975.00												
CONTRACT TOTAL											104975.00	
TOTAL SPOTS											86	

MARKET TOTALS \$499,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 822 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client: American Crossroads/ Issue	Submission Cost: 104225	Campaign Ref: E:120718028
Buyer: ..	Client/Product/Estimate: 11 /27 /694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	500	30 Comme	Nbr of Spots 1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02		30 Comme	Nbr of Spots Closed PR 1		1	
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1200	30 Comme	Nbr of Spots 1		1	1200
4	M-F 12p Today Show III ...F..	02	300	30 Comme	Nbr of Spots 1		1	300
5	M-F 2p Rachael Ray ...F..	03	300	30 Comme	Nbr of Spots 1		1	300
6	M-F 3p Doctors ...F..	03	450	30 Comme	Nbr of Spots 1		1	450
7	M-F 4p Dr Oz ...F..	02	750	30 Comme	Nbr of Spots 1		1	750
8	M-F 5p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
9	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots 1		1	500

Weekly Totals: Total Spots(Ord Spots)

Closed PR	8	2	10	
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Buyer:		Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 530p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
11	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots 1		1	2000
12	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots 1		1	1000
13	M-F 7p Entertainment Tonight ...F..	01		30 Comme	Nbr of Spots Closed PR 1		1	
14	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots 1		1	1400
15	M-F 730p Extra ...F..	01		30 Comme	Nbr of Spots Closed PR 1		1	
16	M-F 9a Today Show II ...F..	02	700	30 Comme	Nbr of Spots 1		1	700
17	M-F 1p Days Of Our Lives M.....	02	500	30 Comme	Nbr of Spots 1		1	500
18	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots 1		1	2500
19	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1200	30 Comme	Nbr of Spots 1		1	1200
20	M-F 12p Today Show III M.....	02	300	30 Comme	Nbr of Spots 1		1	300
21	M-F 2p Rachael Ray M.....	03	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals:					69	16	85	
Total Spots(Ord Spots)					8	2	10	
Closed PR								

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
22	M-F 3p Doctors	03	450	30		1	1	450
23	M-F 4p Dr Oz	02	750	30		1	1	750
24	M-F 5a News	01	300	30		1	1	300
25	M-F 5p News	02	1500	30		1	1	1500
26	M-F 530p News	02	1500	30		1	1	1500
27	M-F 6p News	02	2000	30		1	1	2000
28	M-F 6a News	02	1000	30		1	1	1000
29	M-F 7p Entertainment Tonight	01		30		1	1	
30	M-F 7a Today Show	02	1400	30		1	1	1400
31	M-F 730p Extra	01		30		1	1	
32	M-F 9a Today Show II	02	700	30		1	1	700
33	M-Su 11p News	01	2500	30	1		1	2500

Weekly Totals:	Total Spots(Ord Spots)	69	16	85	
	Closed PR	8	2	10	

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
34	Sat 7a Today ShowS.	03	625	30 Comme	Nbr of Spots	1	1	625
35	M-Su Late News Late RunS	01	2500	30 Comme	Nbr of Spots	1	1	2500
36	Sun 6p NewsS	02	1100	30 Comme	Nbr of Spots	1	1	1100
38	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	1	1	700
39	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots	1	1	500
40	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
41	M-F 1135p ET / 1035p CT Tonight Show ...T...	02	1200	30 Comme	Nbr of Spots	1	1	1200
42	M-F 12p Today Show III ...T...	02	300	30 Comme	Nbr of Spots	1	1	300
43	M-F 2p Rachael Ray ...T...	03	300	30 Comme	Nbr of Spots	1	1	300
44	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots	1	1	450
45	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
46	M-F 5p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 530a News ...T...	01	500	30 Comme	Nbr of Spots 1		1	500
48	M-F 530p News ...T...	02	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 6p News ...T...	02	2000	30 Comme	Nbr of Spots 1		1	2000
50	M-F 6a News ...T...	02	1000	30 Comme	Nbr of Spots 1		1	1000
51	M-F 7p Entertainment Tonight ...T...	01		30 Comme	Nbr of Spots Closed PR 1		1	
52	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots 1		1	1400
53	M-F 730p Extra ...T...	01		30 Comme	Nbr of Spots Closed PR 1		1	
54	M-F 9a Today Show II ...T...	02	700	30 Comme	Nbr of Spots 1		1	700
55	M-F 1p Days Of Our Lives ...T...	02	500	30 Comme	Nbr of Spots 1		1	500
56	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots 1		1	2500
57	M-F 1135p ET / 1035p CT Tonight Show	02	1200	30 Comme	Nbr of Spots 1		1	1200
Weekly Totals:					69	16	85	
Total Spots(Ord Spots)					8	2	10	
Closed PR								

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Buyer:		Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
58	M-F 12p Today Show III T.....	02	300	30 Comme	1		1	300
59	M-F 2p Rachael Ray T.....	03	300	30 Comme	1		1	300
60	M-F 3p Doctors T.....	03	450	30 Comme	1		1	450
61	M-F 4p Dr Oz T.....	02	750	30 Comme	1		1	750
62	M-F 5p News T.....	02	1500	30 Comme	1		1	1500
63	M-F 530a News T.....	01	500	30 Comme	1		1	500
64	M-F 530p News T.....	02	1500	30 Comme	1		1	1500
65	M-F 6p News T.....	02	2000	30 Comme	1		1	2000
66	M-F 6a News T.....	02	1000	30 Comme	1		1	1000
67	M-F 7a Today Show T.....	02	1400	30 Comme	1		1	1400
68	M-F 730p Extra T.....	01		30 Comme	1		1	
69	M-F 9a Today Show II T.....	02	700	30 Comme	1		1	700
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

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American Crossroads/ Issue
Submission Number 822 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8868

Client:	American Crossroads/ Issue	Submission Cost:	104225	Campaign Ref:	E:120718028
Buyer:		Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
70	M-F 1p Days Of Our Lives ..W....	02	500	30 Comme	Nbr of Spots	1	1	500
71	M-Su 11p News ..W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
72	M-F 1135p ET / 1035p CT Tonight Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
73	M-F 12p Today Show III ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
74	M-F 2p Rachael Ray ..W....	03	300	30 Comme	Nbr of Spots	1	1	300
75	M-F 3p Doctors ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
76	M-F 4p Dr Oz ..W....	02		30 Comme	Nbr of Spots	1	1	
77	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
78	M-F 5p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
79	M-F 530a News ..W....	01	500	30 Comme	Nbr of Spots	1	1	500
80	M-F 530p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500

Weekly Totals: Total Spots(Ord Spots)

Closed PIR	69	16	85
	8	2	10

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American Crossroads/ Issue
Submission Number 822 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	104225	Campaign Ref:	E:120718028
Buyer:	..	Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots 1		1	1000
83	M-F 7p Entertainment Tonight ..W....	01		30 Comme	Nbr of Spots Closed PR 1		1	
84	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots 1		1	1400
85	M-F 9a Today Show II ..W....	02	700	30 Comme	Nbr of Spots 1		1	700
90	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
91	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
92	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
93	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
94	M-F 7p News ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
95	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots 1		1	2000
96	M-F 730p Entertainment Tonight T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
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Closed PR					8	2	10	

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Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
97	M-F 7p News ..W....	01	2000	30 Comme	Nbr of Spots 1		1	2000
98	Sun 7p ET / 6p CT Football Night In AmericaS	02	5500	30 Comme	Nbr of Spots 1		1	5500
99	Fri 10p ET / 9p CT Revolution ...F..	02	5000	30 Comme	Nbr of Spots 1		1	5000
Mkgsd	Sat 9a News	01	900	30 Comme	Nbr of Spots 1		1	900
100S.							
Weekly Totals: Total Spots(Ord Spots)					69	16	85	
Closed PR					8	2	10	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	0.00	99 (11/02)	0000184618	E:120718028
13	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
15	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
29	M-F 7p Entertainment Tonight	:30 Commercial	11/05/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
31	M-F 730p Extra	:30 Commercial	11/05/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
51	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	40 (11/26), 41 (11/29), 42 (11)	0000167962	E:120718028
53	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
68	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120718028
76	M-F 4p Dr Oz	:30 Commercial	10/29/12	Closed Pre Emption	750.00	No Makegood / Credit	0000000000	E:120718028
83	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	10(31)	0000167963	E:120718028

Grand Totals

Local

		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	85	69	16
Cost	104,225	85,825	18,400

Grand Totals:

Spots: 85

Gross Total: 104,225.00

Commission: 15,633.75

Net Total: 88,591.25

REP HEADLINE# 6238004
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
JUL18/12 12.1
*** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME EMILY MILHOAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6238004

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE JUL18/12 12.10

REP: NEW ORDER
TTL \$104,975 @86X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

CMC: \$900

LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:
:LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 694
AGENCY PRODUCT CODE = 27

1 100P-200P 30 \$500.00 11/2 11/2 1 FRI 1

PROGRAM : DAYS OF OUR LIVES
CON COM1: DAYS OF OUR LIVES

2 1000P-1100P 30 \$5,000.00 11/2 11/2 1 FRI 1

PROGRAM : DATELINE
CON COM1: DATELINE

3 1100P-1135P 30 \$2,500.00 11/2 11/2 0 FRI 0

PROGRAM : NEWS CHANNEL 8 @ 11PM
CON COM1: NEWS CHANNEL 8 @ 11PM

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	11/2	11/2	1		FRI	1
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/2	11/2	1		FRI	1
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/2	11/2	1		FRI	1
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/2	11/2	1		FRI	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/2	11/2	1		FRI	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	11/2	11/2	1		FRI	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	11/2	11/2	1		FRI	1
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/2	11/2	1		FRI	1
12			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	11/2	11/2	1		FRI	1

REP HEADLINE# 6238004
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	11/5	11/5	1		MON	1
23			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	11/5	11/5	1		MON	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	11/5	11/5	1		MON	1
25			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	11/5	11/5	1		MON	1
26			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	11/5	11/5	1		MON	1
27			500P-530P PROGRAM : NEWSCHANNEL 8 5P CON COM1: NEWSCHANNEL 8 5P	30		\$1,500.00	11/5	11/5	1		MON	1
28			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	11/5	11/5	1		MON	1
29			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	11/5	11/5	1		MON	1
30			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	11/5	11/5	1		MON	1

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			630P-700P	30		\$5,000.00	11/5	11/5	0		MON	0
			PROGRAM : NBC NIGHTLY NEWS									
			CON COM1: NBC NIGHTLY NEWS									
32			700P-730P	30		\$2,000.00	11/5	11/5	1		MON	1
			PROGRAM : ENTERTAINMENT TONIGHT									
			CON COM1: ENTERTAINMENT TONIGHT									
33			700A-900A	30		\$1,400.00	11/5	11/5	1		MON	1
			PROGRAM : TODAY SHOW									
			CON COM1: TODAY SHOW									
34			730P-800P	30		\$2,000.00	11/5	11/5	1		MON	1
			PROGRAM : EXTRA									
			CON COM1: EXTRA									
35			800P-900P	30		\$2,500.00	11/5	11/5	0		MON	0
			PROGRAM : THE VOICE									
			CON COM1: THE VOICE									
36			900A-1000A	30		\$700.00	11/5	11/5	1		MON	1
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									
37			1100P-1135P	30		\$2,500.00	11/3	11/3	1		SAT	1
			PROGRAM : NEWS CHANNEL 8 @ 11PM									
			CON COM1: NEWS CHANNEL 8 @ 11PM									
38			600P-630P	30		\$900.00	11/3	11/3	1		SAT	1
			PROGRAM : NEWSCHANNEL 8									
			CON COM1: NEWSCHANNEL 8									
39			630P-700P	30		\$3,300.00	11/3	11/3	0		SAT	0
			PROGRAM : NBC NIGHTLY NEWS									
			CON COM1: NBC NIGHTLY NEWS									

1

REP HEADLINE# 6238004
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
40			700A-900A	30		\$625.00	11/3	11/3	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1 : SATURDAY TODAY												
41			1100P-1135P <i>1130-1135m due football</i>	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												
42			200P-600P	30		\$650.00	11/4	11/4	0		SUN	0
PROGRAM : BMW CHAMPIONSHIP9/9/12												
CON COM1 : BMW CHAMPIONSHIP9/9/12												
43			600P-630P	30		\$1,100.00	11/4	11/4	1		SUN	1
PROGRAM : NEWSCHANNEL 8												
CON COM1 : NEWSCHANNEL 8												
44			700P-830P	30		\$.00	11/4	11/4	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1 : FOOTBALL NIGHT IN AMRC												
45			700P-830P	30		\$5,500.00	11/4	11/4	1		SUN	1
PROGRAM : FOOTBALL												
CON COM1 : FOOTBALL												
46			800A-900A	30		\$700.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1 : SUNDAY TODAY												
47			100P-200P	30		\$500.00	11/1	11/1	1		THU	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
48			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												

11:30-11:35m due football

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
JUL18/12 12.1
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:
49			1135P-1237A	30		\$1,200.00	11/1	11/1	1		THU	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
50			1200N-100P	30		\$300.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
51			200P-300P	30		\$300.00	11/1	11/1	1		THU	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
52			300P-400P	30		\$450.00	11/1	11/1	1		THU	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
53			400P-500P	30		\$750.00	11/1	11/1	0		THU	0
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
54			500A-530A	30		\$300.00	11/1	11/1	1		THU	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
55			500P-530P	30		\$1,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
56			530A-600A	30		\$500.00	11/1	11/1	1		THU	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
57			530P-600P	30		\$1,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
58			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	11/1	11/1	1		THU	1
59			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	11/1	11/1	1		THU	1
60			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	11/1	11/1	0		THU	0
61			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	11/1	11/1	1		THU	1
62			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	11/1	11/1	1		THU	1
63			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	11/1	11/1	1		THU	1
64			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	11/1	11/1	1		THU	1
65			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/30	10/30	1		TUE	1
66			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/30	10/30	1		TUE	1

JUL 18/12 12.1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
67			1135P-1237A	30		\$1,200.00	10/30	10/30	1		TUE	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
68			1200N-100P	30		\$300.00	10/30	10/30	1		TUE	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
69			200P-300P	30		\$300.00	10/30	10/30	1		TUE	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
70			300P-400P	30		\$450.00	10/30	10/30	1		TUE	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
71			400P-500P	30		\$750.00	10/30	10/30	1		TUE	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
72			500A-530A	30		\$300.00	10/30	10/30	0		TUE	0
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
73			500P-530P	30		\$1,500.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
74			530A-600A	30		\$500.00	10/30	10/30	1		TUE	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
75			530P-600P	30		\$1,500.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												

REP HEADLINE# 6238004
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
76			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,000.00	10/30	10/30	1		TUE	1
77			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/30	10/30	1		TUE	1
78			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1 : NBC NIGHTLY NEWS	30		\$5,000.00	10/30	10/30	0		TUE	0
79			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$2,000.00	10/30	10/30	0		TUE	0
80			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	10/30	10/30	1		TUE	1
81			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$2,000.00	10/30	10/30	1		TUE	1
82			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$700.00	10/30	10/30	1		TUE	1
83			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES	30		\$500.00	10/31	10/31	1		WED	1
84			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/31	10/31	1		WED	1

REP HEADLINE# 6238004
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REP: TEL# 703-516-9399 FAX# 703-516-9680
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 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL18/12 12.1
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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94			600P-630P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWS CHANNEL8												
CON COM1 : NEWS CHANNEL8												

95			600A-700A	30		\$1,000.00	10/31	10/31	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												

96			630P-700P	30		\$5,000.00	10/31	10/31	0		WED	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1 : NBC NIGHTLY NEWS												

97			700P-730P	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1 : ENTERTAINMENT TONIGHT												

98			700A-900A	30		\$1,400.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												

99			730P-800P	30		\$2,000.00	10/31	10/31	0		WED	0
PROGRAM : EXTRA												
CON COM1 : EXTRA												

100			900A-1000A	30		\$700.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1 : TODAY SHOW 2												

NOV/12 104975.00 CONTRACT TOTAL 104975.00
 TOTAL SPOTS 86

MARKET TOTALS \$499,880 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE
 SVC- NSI
 DEMOS- RA35+*

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718028
Buyer:	...	Client/Product/Estimate:	11/27/694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	104075
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type		10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	500	30 Comme	Nbr of Spots	1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots	1		1	5000
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	1200	30 Comme	Nbr of Spots	1		1	1200
4	M-F 12p Today Show III ...F..	300	30 Comme	Nbr of Spots	1		1	300
5	M-F 2p Rachael Ray ...F..	300	30 Comme	Nbr of Spots	1		1	300
6	M-F 3p Doctors ...F..	450	30 Comme	Nbr of Spots	1		1	450
7	M-F 4p Dr Oz ...F..	750	30 Comme	Nbr of Spots	1		1	750
8	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots	1		1	1500
Weekly Totals: Total Spots(Ord Spots)					69	16	85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718028
Buyer:		Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type		10/29	11/05	Total	Cost
9	M-F 530a News ...F..	500	30 Comme	Nbr of Spots	1		1	500
10	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots	1		1	1500
11	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
12	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots	1		1	1000
13	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
14	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots	1		1	1400
15	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots	1		1	2000
16	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots	1		1	700
17	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots		1	1	500
18	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots		1	1	2500
19	M-F 1135p ET / 1035p CT Tonight Show	1200	30	Nbr of Spots		1	1	1200
Weekly Totals: Total Spots(Ord Spots)					69	16	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 10/29/12 to 11/11/12
Est./PO Number: 06238004

Submission Cost: 104075
Client/Product/Estimate: 11 / 27 / 694
Weeks: 2
Contract type: Political

Campaign Ref: E:120718028
Sales Rep: HRP Washington, DC
Order Ref: 06238004
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 12p Today Show III M.....	300	30 Comme	Nbr of Spots	1	1	300
21	M-F 2p Rachael Ray M.....	300	30 Comme	Nbr of Spots	1	1	300
22	M-F 3p Doctors M.....	450	30 Comme	Nbr of Spots	1	1	450
23	M-F 4p Dr Oz M.....	750	30 Comme	Nbr of Spots	1	1	750
24	M-F 5a News M.....	300	30 Comme	Nbr of Spots	1	1	300
25	M-F 5p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
26	M-F 530p News M.....	1600	30 Comme	Nbr of Spots	1	1	1500
27	M-F 6p News M.....	2000	30 Comme	Nbr of Spots	1	1	2000
28	M-F 6a News M.....	1000	30 Comme	Nbr of Spots	1	1	1000
29	M-F 7p Entertainment Tonight M.....	2000	30 Comme	Nbr of Spots	1	1	2000
30	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 10/29/12 to 11/11/12
Est./PO Number: 06238004

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

104075
11/27/894
2
Political

Campaign Ref: E:120718028
Sales Rep: HRP Washington, DC
Order Ref: 06238004
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 730p Extra M.....	2009	30 Comme		1	1	2009
32	M-F 9a Today Show II M.....	700	30 Comme		1	1	700
33	M-Su 11p NewsS.	2500	30 Comme	1		1	2500
34	Sat 7a Today ShowS.	625	30 Comme	1		1	625
35	M-Su Late News Late RunS	2500	30 Comme	1		1	2500
36	Sun 6p NewsS	1100	30 Comme	1		1	1100
37	Sun 7p ET / 6p CT Football Night In AmericaS	5500	30 Comme	1		1	5500
38	Sun 8a Today ShowS	700	30 Comme	1		1	700
39	M-F 1p Days Of Our Lives ...T...	500	30 Comme	1		1	500
40	M-Su 11p News ...T...	2500	30 Comme	1		1	2500
	M-F 1135p ET / 1035p CT Tonight						
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV

P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718028
Buyer: ..	Client/Product/Estimate: 11 / 27 / 694	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
41	Show ...T...	1200	30 Comme	Nbr of Spots	1	1	1200
42	M-F 12p Today Show III ...T...	300	30 Comme	Nbr of Spots	1	1	300
43	M-F 2p Rachael Ray ...T...	300	30 Comme	Nbr of Spots	1	1	300
44	M-F 3p Doctors ...T...	450	30 Comme	Nbr of Spots	1	1	450
45	M-F 5a News ...T...	300	30 Comme	Nbr of Spots	1	1	300
46	M-F 5p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
47	M-F 530a News ...T...	500	30 Comme	Nbr of Spots	1	1	500
48	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
49	M-F 6p News ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
50	M-F 6a News ...T...	1000	30 Comme	Nbr of Spots	1	1	1000
51	M-F 7p Entertainment Tonight ...T...	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
52	M-F 7a Today Show ...T....	1400	30 Comme	Nbr of Spots	1		1	1400
53	M-F 730p Extra ...T....	2000	30 Comme	Nbr of Spots	1		1	2000
54	M-F 9a Today Show II ...T....	700	30 Comme	Nbr of Spots	1		1	700
55	M-F 1p Days Of Our Lives ...T....	500	30 Comme	Nbr of Spots	1		1	500
56	M-Su 11p News ...T....	2500	30 Comme	Nbr of Spots	1		1	2500
57	M-F 1135p ET / 1035p CT Tonight Show ...T....	1200	30 Comme	Nbr of Spots	1		1	1200
58	M-F 12p Today Show III ...T....	300	30 Comme	Nbr of Spots	1		1	300
59	M-F 2p Rachael Ray ...T....	300	30 Comme	Nbr of Spots	1		1	300
60	M-F 3p Doctors ...T....	450	30 Comme	Nbr of Spots	1		1	450
61	M-F 4p Dr Oz ...T....	750	30 Comme	Nbr of Spots	1		1	750
62	M-F 5p News ...T....	1500	30 Comme	Nbr of Spots	1		1	1500
Weekly Totals:				Total Spots(Ord Spots)	69	16	85	

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Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06238004
Est./PO Number:	06238004	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 530a News .T.....	500	30 Comme	Nbr of Spots 1		1	500
64	M-F 530p News .T.....	1500	30 Comme	Nbr of Spots 1		1	1500
65	M-F 6p News .T.....	2000	30 Comme	Nbr of Spots 1		1	2000
66	M-F 6a News .T.....	1000	30 Comme	Nbr of Spots 1		1	1000
67	M-F 7a Today Show .T.....	1400	30 Comme	Nbr of Spots 1		1	1400
68	M-F 730p Extra .T.....	2000	30 Comme	Nbr of Spots 1		1	2000
69	M-F 9a Today Show II .T.....	700	30 Comme	Nbr of Spots 1		1	700
70	M-F 1p Days Of Our Lives ..W....	500	30 Comme	Nbr of Spots 1		1	500
71	M-Su 11p News ..W....	2500	30 Comme	Nbr of Spots 1		1	2500
72	M-F 1135p ET / 1035p CT Tonight Show ..W....	1200	30 Comme	Nbr of Spots 1		1	1200
73	M-F 12p Today Show III ..W....	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

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Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 2p Rachael Ray ..W....	300	30 Comme	1		1	300
75	M-F 3p Doctors ..W....	450	30 Comme	1		1	450
76	M-F 4p Dr Oz ..W....	750	30 Comme	1		1	750
77	M-F 5a News ..W....	300	30 Comme	1		1	300
78	M-F 5p News ..W....	1500	30 Comme	1		1	1500
79	M-F 530a News ..W....	500	30 Comme	1		1	500
80	M-F 530p News ..W....	1500	30 Comme	1		1	1500
81	M-F 6p News ..W....	2000	30 Comme	1		1	2000
82	M-F 6a News ..W....	1000	30 Comme	1		1	1000
83	M-F 7p Entertainment Tonight ..W....	2000	30 Comme	1		1	2000
84	M-F 7a Today Show	1400	30	1		1	1400
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

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Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06238004
Est./PO Number: 06238004	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
85	M-F 9a Today Show II ..W....	700	30 Comme	1		1	700
Weekly Totals: Total Spots(Ord Spots)				69	16	85	

Grand Totals				Month 11 Weeks: 4			
Totals		10/29		11/05			
Spots	85		69				18
Cost	104075		85675				18400

Grand Totals:	Spots: 85
	Gross Total: 104,075.00
	Commission: 15,611.25
	Net Total: 88,463.75